



# GetConnected

SAE  
2012  
World Congress

April 24-26, 2012 • Cobo Center • Detroit, Michigan, USA

Dear Colleague,

Nissan is proud to host the SAE 2012 World Congress with our Tier One Strategic Partner, GE. Building on the momentum of the last two years, Nissan and GE are partnering with SAE International and the industry to deliver an even more relevant and valuable experience for the automotive engineering community.

SAE 2012 World Congress represents an unparalleled opportunity to explore new technology through both technical sessions and the exhibition. In short, SAE World Congress is:

- The best venue for automotive technology trends;
- The most outstanding networking and learning experience;
- The gathering place of the best talent in the engineering field;
- The most important meeting place for global engineering practitioners;
- And, the greatest event to meet new companies and view new technologies.

This year's chosen theme, "Get Connected", represents the new and diverse connections that will drive significant advancements in the auto industry. This theme speaks directly to the literal connections between vehicles or the infrastructure to enhance safety, connecting vehicles to the Internet to exchange information, or new connections to sectors outside automotive. Furthermore, this theme is intended to demonstrate the most fundamental connections; those connections and relationships between engineers who are developing the next generation vehicle technologies.

To provide support and encourage engineers and the industry to "Get Connected", SAE International has developed a way to showcase and unite top industry innovators and solution providers via exclusive exhibiting opportunities at SAE World Congress' Innovators Only Exhibition. This unique exhibition provides a platform for suppliers and OEMs alike to take the "Innovators Only" Challenge and participate in an impressive display of the industry's newest products and services. Or, for those that wish to connect to the World Congress audience but not exhibit, they can take advantage of one of the many customizable sponsorship opportunities available at World Congress.

Along with SAE, we understand the importance of making such connections. From OEMs to suppliers, across academia and governments, connecting to one another and using these connections to share ideas and expertise – in both healthy competition and in partnership – will be the catalyst of future innovation.

We encourage you to take some time to review this copy of the SAE 2012 World Congress Exhibit Prospectus and hope that you will join Nissan and GE by accepting our invitation to exhibit or secure a sponsorship. For your convenience, application details are also included with this correspondence. If you should require additional information or have any questions, please contact Ms. Joanna Curtis of SAE International at (724) 772-4009 or [jcurtis@sae.org](mailto:jcurtis@sae.org) via email. For general event information, please visit [www.sae.org/congress](http://www.sae.org/congress).

We look forward to meeting you in person at SAE 2012 World Congress, April 24-26, 2012 at the Cobo Center in Detroit, Michigan.

Sincerely,

**Robert Sump**  
Vice President  
Nissan Technical Center North America  
**General Chairman**  
**SAE 2012 World Congress**

**Mark M. Little**  
Senior Vice President and Director  
GE Global Research  
**Tier One Strategic Partner**  
**SAE 2012 World Congress**

Host Company

**NISSAN**

Tier One Strategic Partner



**SAE** International®